The media is controlled by to few companies already. As the cable channels have been purchased by fewer oweners the program quality has decreased and all the channels are starting to look alike. We already have a very limited choice in the printed media. Local news and editorial is almost a thing of the past as national media companies purchase more newspapers, magazines, radio stations, and TV stations. I do no feel the consolidation of the broadcast and printed media will serve the general public. What is needed is a larger owenership of the media.